

EXCLUSIVE OFFERING
EAST-WEST CONNECTOR

Silver Comet Trail

EAST-WEST CONNECTOR

2.82 ACRES

SMYRNA, COBB COUNTY | GEORGIA

Ackerman & Co.

PIONEER
LAND GROUP



Downtown Smyrna

East-West Connector Cobb County, Georgia

Disclosure / Confidentiality Statement

The material contained in this Offering Memorandum is confidential, furnished solely for the purpose of considering the acquisition of East-West, a 2.82 Acre parcel of land on East-West Connector SE in Smyrna, Georgia ("Property"), and is not to be used for any other purpose or made available to any other person without the express written consent of Ackerman & Co. and Pioneer Land Group ("Broker") and the Owner ("Owner"). This Offering Memorandum was prepared by Broker, and the information contained herein has been obtained from sources that Broker deems to be reliable, and Broker has no reason to doubt its accuracy. However, neither Owner, its affiliates, officers, directors or employees, nor the Broker, nor any other party, make any warranty or representation, expressed or implied, as to the accuracy or completeness of the information contained herein, including but not limited to financial information and projections, and any engineering and environmental information. Prospective purchasers should make their own investigations, projections, and conclusions. It is expected that prospective purchasers will conduct their own independent due diligence concerning the Property, including such engineering inspections as they deem necessary to determine the condition of the Property. Ackerman & Co. and Pioneer Land Group represents the Owner in this transaction and makes no representations, expressed or implied, as to the foregoing matters.

This Offering Memorandum is exclusively presented by the Broker. For additional information or to schedule a property tour, please contact:

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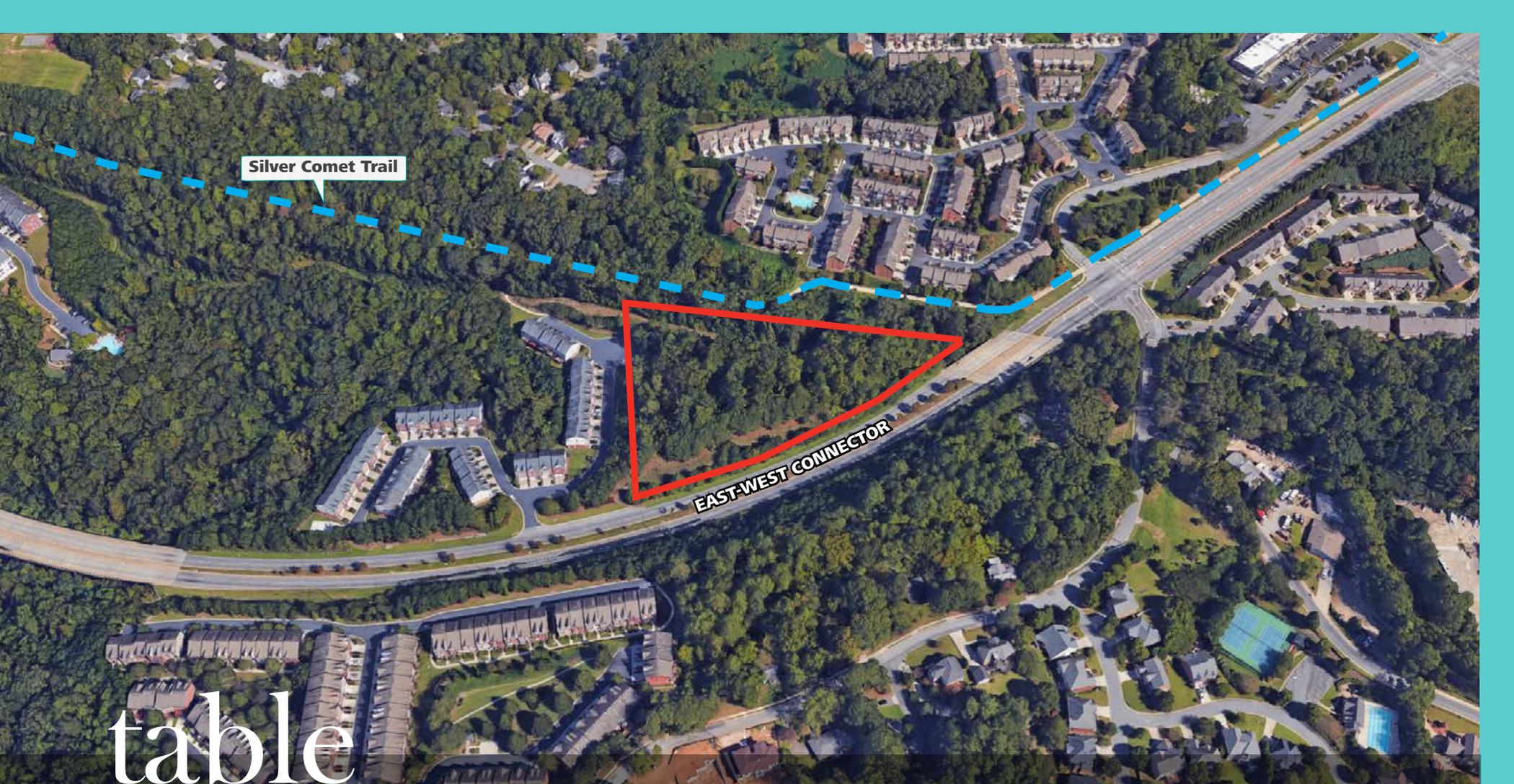
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Silver Comet Trail

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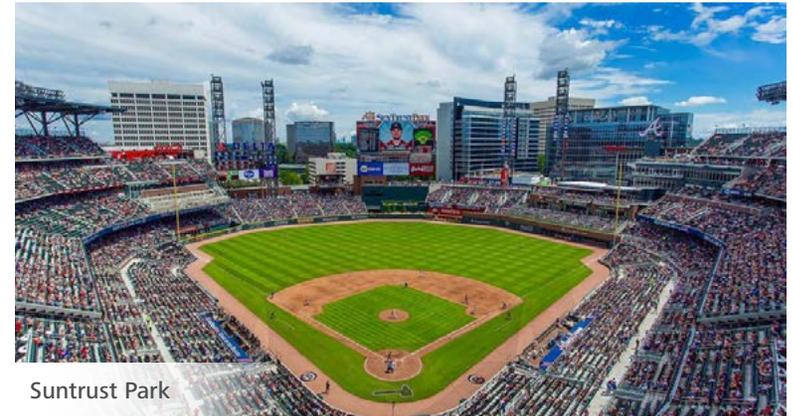
- 01. THE OPPORTUNITY
- 02. THE PROPERTY
- 03. THE MARKET
- 04. THE PROCESS
- 05. SUPPORT INFORMATION (DOWNLOADABLE)
 - Google Earth KMZ File

the opportunity

Ackerman & Co. and Pioneer Land Group are pleased to present 2.82 acres on East-West Connector in Smyrna, Georgia (the "Property").

East-West Connector offers the following attributes:

- Excellent access to Interstate 285 via South Cobb Drive, located approximately a half mile from the site.
- Conveniently situated near Vinings and Smyrna offering access to an array of dining, retail and entertainment.
- Close proximity to Suntrust Park, a mixed-use development and home of the Atlanta Braves containing a vast array of dining and entertainment options as well as office space and residential components.
- A strong housing market; through 2Q18, the average price of a new townhouse in the Campbell High School District, was \$457,000.
- Property is currently zoned General Commercial, which allows for many different commercial and office uses, however, the planning department has stated they would also support a residential development at this site.
- Cobb County has mere 19.7 month supply of Townhouse vacant developed lots ("VDLs"). As the number of VDLs continues to fall, additional raw land will need to be developed in order to meet the immediate housing needs.
- Running along the north property line is the Silver Comet Trail, a 61.5 mile long, non-motorized, paved trail for walkers, hikers, bicyclists, horses, dog walkers and is also wheelchair accessible.



Suntrust Park



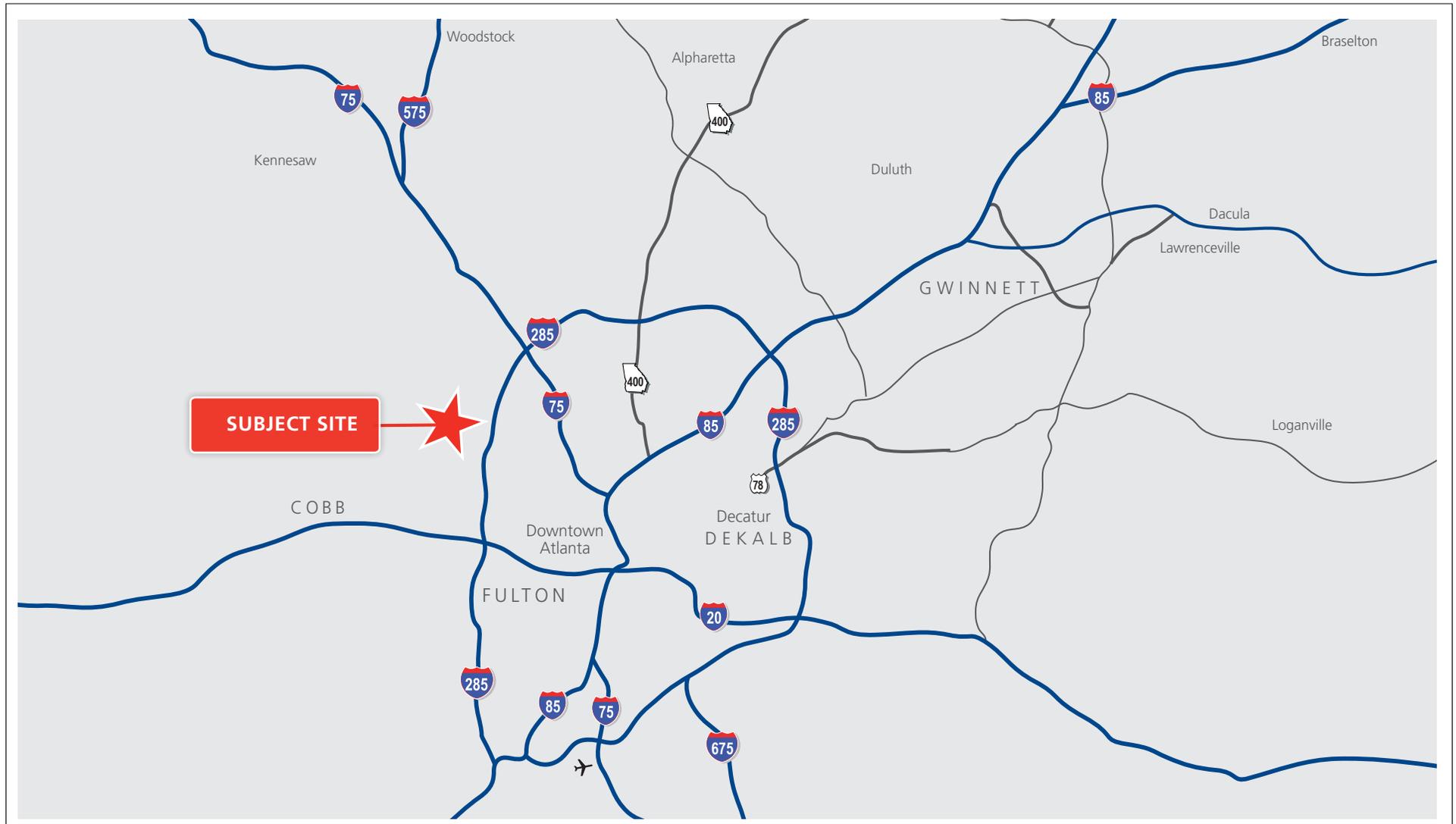
Silver Comet Trail

The balance of this Offering Memorandum provides information on the Property and the market. Interested parties should submit a letter of intent ("LOI") pursuant to the terms outlined in the Process section of this Offering Memorandum.

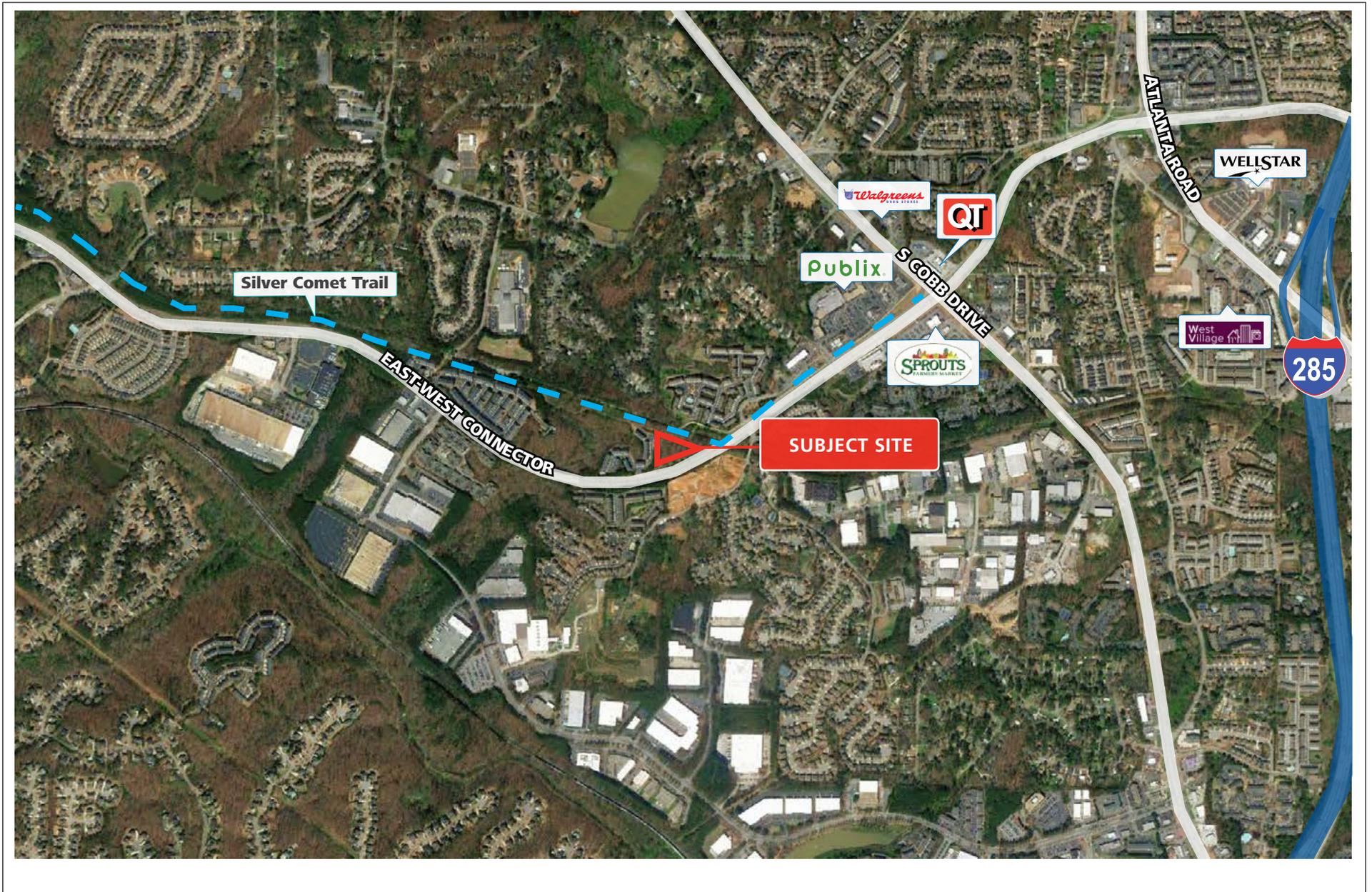
the property

Location

The Property is located on the East-West Connector near the intersection of Camp Highland Road in Smyrna, GA. The address is 4710 Camp Highland Road SE, Smyrna, GA 30082. The parcel number for the Property is as follows: 17060600070



High Altitude Aerial

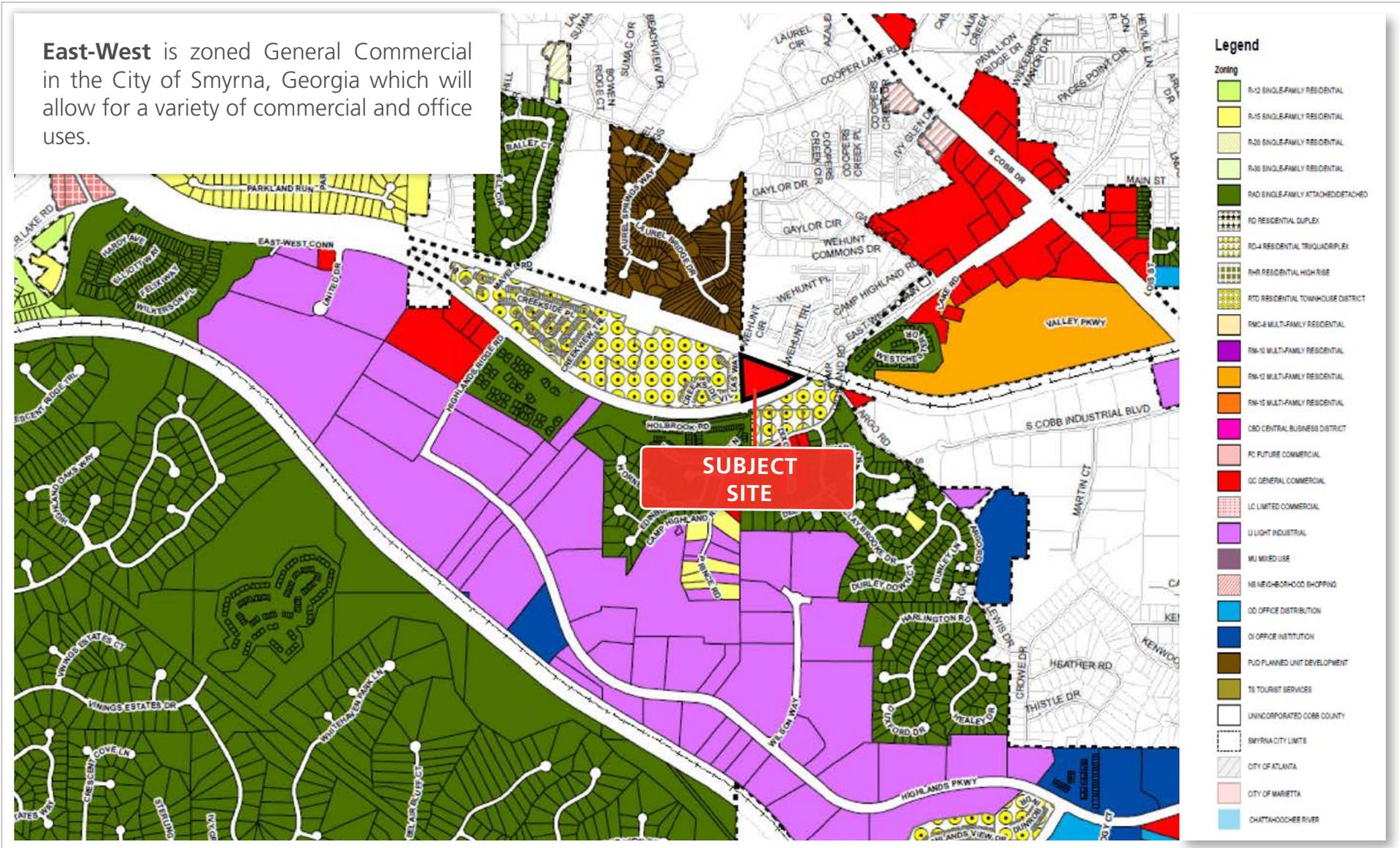


Low Altitude Aerial

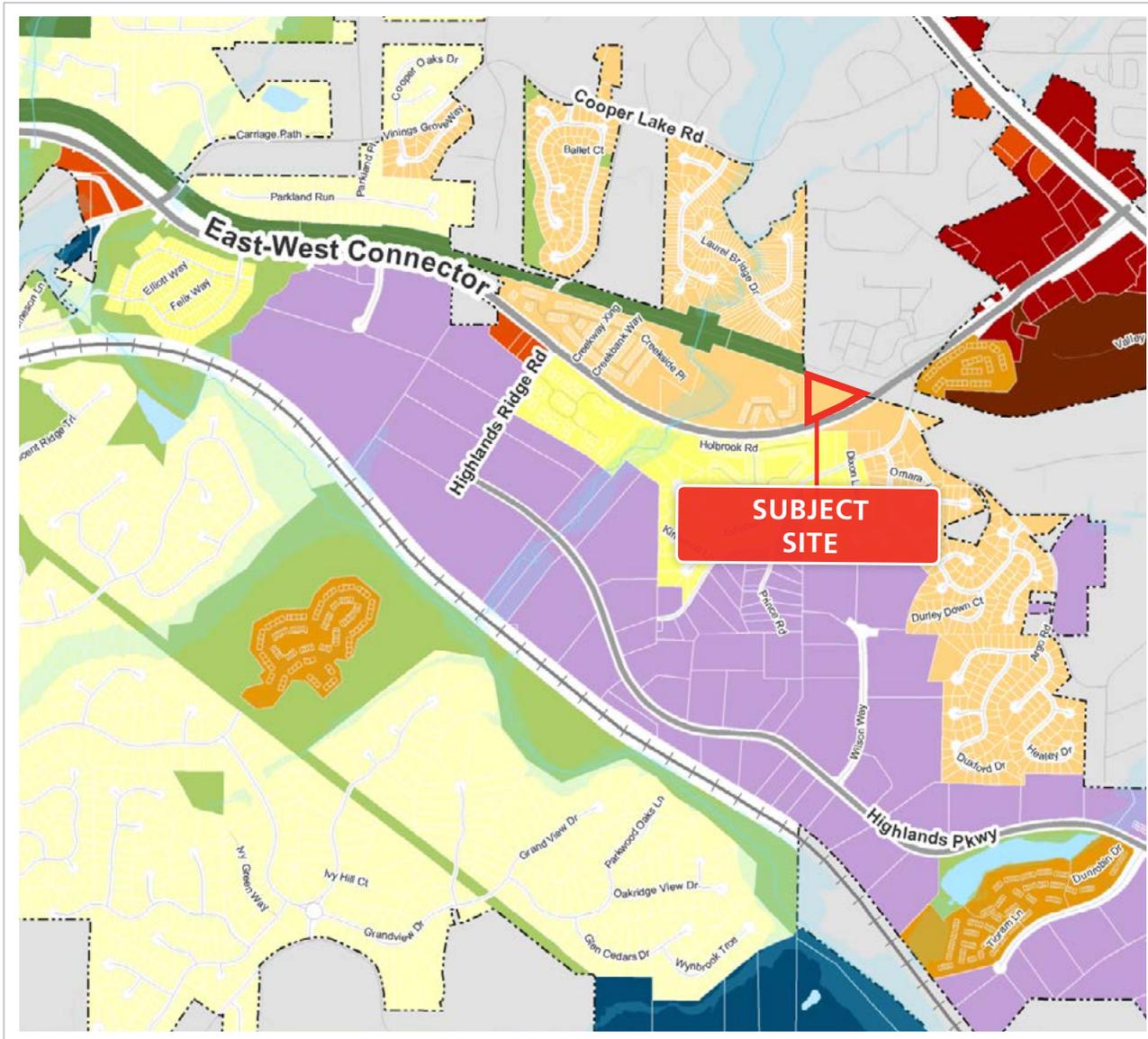


Zoning/Requirements

East-West is zoned General Commercial in the City of Smyrna, Georgia which will allow for a variety of commercial and office uses.



Proposed Re-zoning - Medium Density Residential (RDA)



The future use plan in the city of Smyrna delineates the property as being **Medium Density Residential (RDA)**.

We have spoken to City of Smyrna Sr. Planner Rusty Martin who confirmed the planning department would support a RDA zoning this site.

The RDA zoning allows for up to 6 attached units per acre.

- Regional Activity Center (RAC)
- Community Activity Center (CAC)
- Neighborhood Activity Center (NAC)
- Office/Professional (OP)
- Mixed Use (MU)
- Industrial Mixed Use (IMU)
- Industrial (I)
- Public/Institutional (PI)
- High Density Residential (> 10 du/ac) (HDR)
- Medium-High Density Residential (<=10 units/ac) (MHDR)
- Medium Density Residential (<=6 du/ac) (MEDR)
- Moderate Density Residential (<=4.5 du/ac) (MODR)
- Low Density Residential (<=3 du/ac) (LDR)
- Public Parks (PP)
- Private Recreation or Conservation Areas (PRC)
- Transportation/Communication/Utilities (TCU)

School System

Below are the 2018 ratings of each school that serves East-West Connector. These ratings come from SchoolDigger.com:



Campbell High

SchoolDigger.com 2018 Ratings			
SCHOOL	RATING	STATE RANK	TOTAL STATE SCHOOL RANKED
Nikajack Elementary	★★★☆☆	512 th	1209
Hopewell Middle	★★☆☆☆	286 th	543
Campbell High	★★★☆☆	150 th	428

the market

Cobb County Attached Housing Analysis

Since 2005, Cobb has captured anywhere from 12% - 36% of all new townhouse sales in Metro Atlanta, making it steadily one of the top four counties in new townhouse sales in the entire Metro Atlanta MSA. Through 2Q18, Cobb captured the **4th** highest amount of sales in Metro Atlanta. The average resale price of a townhouse built in 2005 or later was \$291,000.

Below is the new townhouse sales data for this market:

YEAR	TYPE	NUMBER OF SALES	AVERAGE SALES PRICE	% PRICE GROWTH
2015	New	457	\$279,000	-
2016	New	427	\$341,000	+22.2%
2017	New	534	\$348,000	+2.0%
2Q18	New	194	\$330,000	-5.2%

Below are some highlights from this market through 3Q18:

- Currently, there are 897 VDLs in this market. Based on the 664 annual starts, there is a 16.2 month supply of lots.
- Annual closings increased 10% to 575 closings through 3Q18.
- Annual starts increased 14% to 664 starts through 3Q18.
- Of the remaining VDLs, 44% are located in subdivisions with an active builder.

Campbell High School Detached Housing Analysis

Historically, the Campbell High School district has been the first or second best-selling high school district for new townhouse sales in all of Cobb County. Through 2Q18, this district captured 14% of all new townhouse sales in Cobb. The average overall resale price for townhouses was \$353,000 while the average resale price for townhouses built in 2005 or later was \$368,000. As shown below, new housing in this market sells at a premium, making East-West a great opportunity to establish a presence in this market.

Below is the new SFD house sales data for Campbell High School:

YEAR	TYPE	NUMBER OF SALES	AVERAGE SALES PRICE	% PRICE GROWTH
2015	New	151	\$308,000	-
2016	New	134	\$375,000	+21.8%
2017	New	118	\$435,000	+16.0%
2Q18	New	28	\$457,000	+5.1%

Below are some highlights from this market through 3Q18:

- Currently, there are 143 VDLs in this market. Based on the 151 annual starts, there is a 11.4 month supply of lots.
- Annual starts increased 15% to 151 through 3Q18.
- Annual closings were 115 through 3Q18.

the process

The Owner is offering 2.82 acres for purchase at an offering price of \$450,000.

Interested parties should submit a letter of intent that includes the following information:

- Price
- Earnest money
- Due diligence period
- Closing period
- Contingencies
- Overview of purchaser including financial capabilities

We are available to discuss the project and address any questions at your convenience.



Downtown Smyrna

support information

The **East-West Connector** files below may be downloaded by clicking on the links. Some of the files may not be compatible on a mobile device and may need to be downloaded on a desktop.

- [Google Earth KMZ File](#)





FOR MORE INFORMATION, PLEASE CONTACT:

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